

Downtown Fond du Lac Partnership News Bulletin

August 2018

You can download a PDF of the most recent News Bulletin at <http://downtownfdl.com/publications.html#newsletter>
In an attempt to keep newsletters as brief as possible, details about on-going support and activities for downtown business and property owners can be found on our site: <http://downtownfdl.com/business-support.html>

Important DFP Dates and Deadlines

September 8 – Fondue Fest

September 12, 8-9:30 a.m. – DFP Board Meeting at Hometown Bank. Public welcome.

October 27, 10-Noon – Monster March, Main Street from Rees to Western

The activities listed here are administered by the Partnership and are open to all downtown businesses for participation or marketing, additional downtown events and activities can be found on our [website](#) or our [Facebook page](#).

If your business will be closing or an event will be cancelled due to weather, please take a moment to email cancellations@wfdl.com, cancellations@mdogmedia.com, news@fdlreporter.com, and cancellations@kfiz.com. They do not accept secondhand notices, so we cannot forward your information to them.

Businesses & Property Notes

Details about on-going economic vitality support (i.e. Market Analysis, Business Start-up Assistance, Business Recruitment, Property Listings, Vision Planning for the Arts & Entertainment District, the Riverwalk District and The Gateway District) are available here: <http://downtownfdl.com/economic-vitality.html>

New Business

- Yummy Bones Barbecue's celebrated their grand opening on August 8 on the corner of Merrill & Macy.
- Be the Change Teen Center will celebrate their grand opening at 27 3rd Street on August 25 from 11-3.
- Nikabella Photography, LLC will open mid-August at 82 N. Main Street in the upper level (above MoJo Salon).
- Kitz & Pfeil True Value will become Kitz & Pfeil Ace Hardware. Interior renovations are planned for the fall.
- Macy Place is closing their Macy Street location on August 31, but will continue operating as "Macy Place on the Road," taking her painting parties and classes to various locations throughout the area.
- Las Islas Restaurant is now closed.
- Brick House is now accepting employment applications in anticipation of a late-September opening.
- Staff is currently working with a variety of business/property owners.

Grants and Funding

- The 2018 Building Improvement Grant funding has been exhausted. Applications are still being accepted in the case additional funding becomes available.
- Numerous additional financial resources are available and can be reviewed online here: <http://downtownfdl.com/financial-incentives.html>
- Contact Amy at amy@downtownfdl.com with questions or for more details.

Promotion & Event Notes

Details about on-going marketing support (i.e. Marketing Assistance, Wednesday and Saturday Downtown Fond du Lac Farmers Market, Fondue Fest, Chili Crawl, Monster March, Shop Small Holiday Campaign, Downtown Gift Certificate) are available here: <http://downtownfdl.com/promotion.html>

Fondue Fest 2018 – Saturday, September 8, 9 a.m.-5 p.m.

- The schedule of events is live at <http://downtownfdl.com/fondue-fest-schedule.html>
- The Facebook event is live at <https://www.facebook.com/events/2026801607631335/>
- Downtown businesses are allotted up to two 10-foot vending spaces for free (a total of 20 linear feet). If you need more than that, it is \$15 per 10 feet. You must be setup in your space when the festival opens at 9 a.m. In an effort to ensure that no businesses slip through the cracks, the reservation process has been simplified to just a few clicks online.
- The map will be made public on Monday, August 13 based on the requests that are currently on file. You can see the map here: <http://downtownfdl.com/sft1164/2018ffvendormap.pdf>
- If you were still hoping to reserve a space for your business, please sign-up by clicking the apply now button at www.downtownfdl.com/fondue-fest-vendors.html.

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- If your business is within the footprint of the festival and holds a liquor license, remember you must still request approval to sell alcoholic beverages outdoors. Please contact Assistant Chief Klein at 920-322-3709 to request a temporary expansion of your license footprint to include your outdoor space. An event volunteer will drop off wristbands on the day of the event. Anyone purchasing or *possessing* alcohol must wear a wristband confirming that their age has been verified as 21 or older.

Farmers Markets– Saturdays, 8 a.m.-Noon & Wednesdays, 11 a.m. – 3 p.m.

- The website has been updated with the vendor map, a list of vendors and the products they sell, and the “edutainment” schedule: <http://downtownfdl.com/farmers-market-schedule.html>
- Downtown businesses may setup space at the market for free. Please email or call at least three days in advance to request a space assignment.

Design Notes

Details on how the DFP enhances the attractiveness of the business district. (i.e. grant programs for building and façade improvements, Adopt-A-Planter program, investment in signage, trash receptacles, holiday decorations) are available here: <http://downtownfdl.com/design.html>

Merchandising Education Opportunity

- The Downtown Fond du Lac Partnership is partnering with Retailworks, Inc. to take vacant and underutilized properties and transform their storefronts into vibrant and welcoming sites. We’re looking for individuals who would like to learn more about merchandising and remodeling storefront windows to be part of the process. The overall goal of the project is to show creative and low-cost ways to brighten and beautify vacant spaces and is a pilot project supported by Wisconsin Main Street.

The DFP and RetailWorks staff invite you to join us on Monday, August 20 to assess approximately 12 storefronts, either vacant or full of potential. We’ll return the following Monday, August 27, to install and implement the designs. Each project day will begin at the DFP office (131 S. Main) at 9 a.m. and run through mid-afternoon. If you would like to participate in this project, please contact Amy Hansen at amy@downtownfdl.com.

Notes from Other Businesses

- Get ready to dance in the moonlight all night long! The Mavericks will be performing as **THELMA's Annual Street Concert - TONIGHT** - August 10 at 7:30 pm in front of Thelma Sadoff Center for the Arts on 51 Sheboygan Street in Fond du Lac, WI.
Cash bar opens at 4:30 pm and Copper Box will perform at 5:30 pm before the concert. There is a limited area for bag chairs. Backpacks and carry-ins will not be permitted. Any other bags or purses will be checked at the entrances. Food and a cash bar will be available for purchase. Anyone drinking alcohol beverages will be required to purchase a wristband. Proceeds from wristband sales go toward future programming at THELMA.

Stay Connected

- **Facebook Group** – This closed group welcomes downtown business and property owners to discuss with one another or with DFP regarding questions, promotions, events, and services in the downtown area. <https://www.facebook.com/groups/DFPeeps/>
- **Facebook Page** – Our public page showcases great things happening downtown! <https://www.facebook.com/DowntownFDL/>

Contact Us

General Inquiries or responses to items from this news bulletin can be sent to info@downtownfdl.com or reach us via phone at 920.322.2006.

Our staff includes:

Amy Hansen, Executive Director

Dusty Krikau, Director of Communication and Special Events

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Tracy Reinhart, Farmers Market Manager
Abby Meyer, Summer Intern

Crystal Patt, Bookkeeper and Research Assistant

Downtown Fond du Lac Partnership, Inc.

131 S. Main Street, Suite 101

Fond du Lac, WI 54935

920.322.2006

www.downtownfdl.com

